capacity utilization; improve marketing strategies; cost control measures; optimization of inventories; rationalisation of manpower; etc. as the case may be.

Earnings of Doordarshan through commercials

1020. SHRl *K.* M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total earnings of Doordarshan through commercials for the financial year 2000-2001 so far; zone- wise;

(b) the increase in percentage of earnings, if any, as compared to the same period last year;

(c) the steps being taken to improve the earnings through commercials;

(d) whether the commercial rates of Doordarshan are competitive as compared to private channels; and

(e) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati have intimated that the total earnings of Doordarshan through commercials for the financial year 2000-2001 (till 31st January, 2001) is Rs. 510.01 crores. Details of zone-wise earnings are given in the Statement (See below).

(b) Prasar Bharati have intimated that the revenue earnings have increased by 47.84% between the period April, 2000 — January, 2001, as compared to the same period in 1999-2000.

(c) Prasar Bharati have intimated that they have initiated a number of steps, to increase revenue generation, which include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regard to commercial matters; establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

(d) Yes, Sir.

(e) Does not arise.

Statement

Gross Revenue for 1999-2001 (Rs. in crores)

SI. No.	Name of Kendra	1999-2000 upto January, 2000	2000-2001 Upto January, 2001
1	National Network	211.87	222.89
2	DD-	33.95	69.37
3	DD- onal	1.27	0.40
4	Delhi LPT	5.51	4.02
5	Ahmedaba	1.88	2.60
6	Bangalore	10.07	5.73
7	Bhopal	1.07	0.87
8	Bhubanes	1.33	1.59
9	Kolkata	16.26	18.58
10	Guwahati	0.59	0.86
11	Hyderabad	14.48	10.37
!2	Jaipur	1.38	0.85
13	Jalandbar	3.44	3.05
14	Lucknow	319	2.48
15	Mumbai	11.34	9.04
16	Patna	0.67	1.09
17	Chennai	12.39	4.15
18	Trivandru	13.92	12.44
19	Srinagar	0.22	0.27
20	Gorakhpur	0.13	0.12
21	Jammu	0.01	—
22	Goa	—	0.03
23	DD-Sport	—	139.17
24	Pondicher	—	0.02
25	Raipur	—	—
26	Nagpur	—	0.01
27	Varanasi	—	0.01
	TOTAL :	344.97	510.01